

2016 SPONSORSHIP OPPORTUNITIES

Tour de Summer Camps



SUNDAY
OCT. 30th

Presented by
The Rosalinde and Arthur
Gilbert Foundation


**The Jewish
FEDERATION**
OF GREATER LOS ANGELES



Produced by MZA Events

TourdeSummerCamps.org

The Jewish Federation of Greater Los Angeles' Tour de Summer Camps (TdSC) is a community fundraising event with four amazing routes for cyclists of all skill levels including 18, 36, 62, and 100 miles.

Tour de Summer Camps 2015 raised \$1.16 million, making it possible for The Jewish Federation to increase its commitment to local camps.

Proceeds allow more children across Los Angeles to have the transformative Jewish summer camp experience.

Studies show that Jewish summer camp:

- Strengthens kids' Jewish identities
- Creates future leaders within the Jewish community
- Teaches campers to grow up to be more Jewishly engaged, connects children to Israel, and makes kids more likely to pass on Jewish values and traditions to their own kids

Participating camps that will benefit from this year's ride:

Camp Akiba
Camp Alonim
Gan Yisroel West
Camp Gesher
Camp Gilboa
Gindling Hilltop Camp
Kibbutz Bob Waldorf on the Max Straus Campus
Camp Hess Kramer
Camp JCA Shalom
Moshava California
Camp Ramah
URJ 6 Points Sports Academy

Why sponsor TdSC?

Gain company/organization exposure to more than 500,000 greater Los Angeles Jewish community members through our extensive pre-event promotional marketing.

Increase brand awareness to every TdSC cyclist, volunteer, and spectator attending the day's activities, reaching beyond the Jewish community to a broad cross-section of cycling enthusiasts.

Help cover the cost of the event so that all fundraising efforts go directly to giving more kids the invaluable experience of Jewish summer camp.

RIDE FOR THE JEWISH FUTURE

For more information, please contact us at Info@TourdeSummerCamps.org



SPONSORSHIP LEVELS

CENTURY SPONSOR \$100,000

- Premier Logo Placement on Homepage of Tour de Summer Camps Website
- Premier Logo Placement on Official TdSC Rider Jersey (given to riders who raise \$1,000+)
- Logo on Starting Line/Finish Line Stage Banner
- Premier Logo Placement and Link on Sponsor Page of Website
- Premier Logo Placement on Event T-shirts (given to all who raise \$500+)
- Premier Logo Placement on Posters, Flyers, Print Ads, and Ad in Federation Publication(s)
- Premier Logo Placement on Recruitment E-mails to 100,000+
- Premier Logo Placement on E-mails Sent to Registered Participants and Volunteers
- Acknowledgement at Opening Ceremonies
- Two (2) Reserved Parking Spaces on Event Day (Auto)
- Four (4) Reserved Parking Spaces on Event Day (Bike)
- Opportunity to Include Promotional Item in Swag Bags
- Up to 6 Mentions in Social Media Promotions: Facebook, Twitter, Instagram
- 10 Complimentary Cyclist Registrations
- 2 Official TdSC Racing Jerseys
- 2 Official TdSC Rider T-Shirts

FOUNDING SPONSOR \$50,000

- Prominent Logo Placement on Official TdSC Rider Jersey (given to riders who raise \$1,000+)
- Logo on Starting Line/Finish Line Stage Banner
- Prominent Logo Placement and Link on Sponsor Page of Website
- Prominent Logo Placement on Event T-shirts (given to all who raise \$500+)
- Prominent Logo Placement on Posters, Flyers, Print Ads and Ad in Federation Publication(s)
- Prominent Logo Placement on Recruitment E-mails to 100,000+
- Prominent Logo Placement on E-mails Sent to Registered Participants and Volunteers
- Acknowledgement at Opening Ceremonies
- One (1) Reserved Parking Space on Event Day (Auto)
- Four (4) Reserved Parking on Event Day (Bike)
- Reserved Parking on Event Day
- Opportunity to Include Promotional Item in Swag Bags
- Up to 5 Mentions in Social Media Promotions: Facebook, Twitter, Instagram
- 8 Complimentary Cyclist Registrations
- 2 Official TdSC Racing Jerseys
- 2 Official TdSC Rider T-Shirts

BREAKAWAY SPONSOR \$25,000

- Prominent Logo Placement on Official TdSC Rider Jersey (given to riders who raise \$1,000+)
- Logo on Starting Line/Finish Line Stage Banner
- Logo Placement and Link on Sponsor Page of Website
- Prominent Logo Placement on Event T-shirts (given to all who raise \$500+)
- Logo on Posters, Flyers, Print Ads and Ad in Federation Publication(s)
- Logo on Recruitment E-mails to 100,000+
- Logo on E-mails Sent to Registered Participants and Volunteers
- Acknowledgement at Opening Ceremonies
- One (1) Reserved Parking on Event Day (Auto)
- Four (4) Reserved Parking on Event Day (Bike)
- Reserved Parking on Event Day
- Opportunity to Include Promotional Item in Swag Bags
- Up to 4 Mentions in Social Media Promotions: Facebook, Twitter, Instagram
- 6 Complimentary Cyclist Registrations
- 2 Official TdSC Racing Jerseys
- 2 Official TdSC Rider T-Shirts

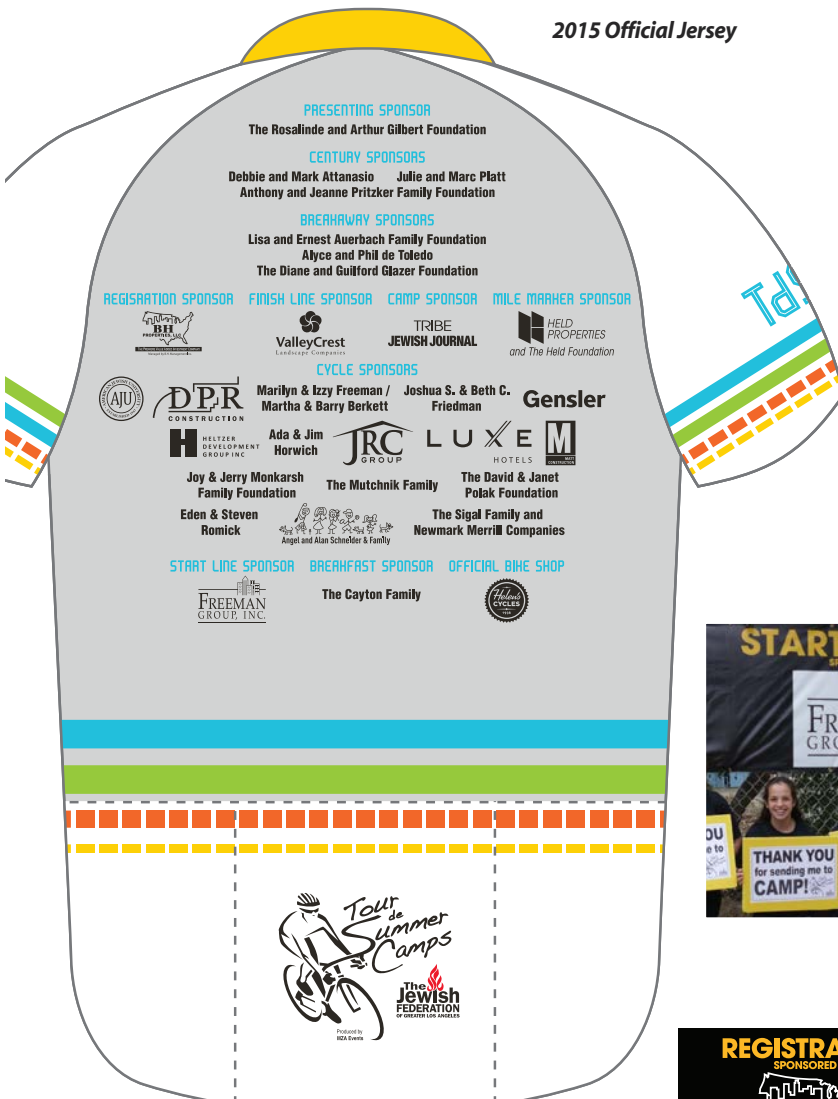
CAMP SPONSOR \$10,000

- Logo on Official TdSC Rider Jersey (given to riders who raise \$1,000+)
- Logo on Starting Line/Finish Line Stage Banner
- Logo and Link on Sponsor Page of Website
- Logo on Event T-shirts (given to all who raise \$500+)
- Logo on Posters, Flyers, Print Ads, and Ad in Federation Publication(s)
- Logo on Recruitment E-mails to 100,000+
- Logo on E-mails Sent to Registered Participants and Volunteers
- One (1) Reserved Parking Space on Event Day (Auto)
- Two (2) Reserved Parking Spaces on Event Day (Bike)
- Up to 2 Mentions in Social Media Promotions: Facebook, Twitter, Instagram
- 4 Complimentary Cyclist Registrations
- 2 Official TdSC Racing Jerseys
- 2 Official TdSC Rider T-Shirts

CYCLE SPONSOR \$5,000

- Logo on Official TdSC Rider Jersey (given to riders who raise \$1,000+)
- Logo on Starting Line/Finish Line Stage Banner
- Logo on Sponsor Page of Website
- Logo on Event T-shirts (given to all who raise \$500)
- Logo on Posters, Flyers, Print Ads, and Ad in Federation Publication(s)
- Logo on Recruitment E-mails to 100,000+
- Up to 1 Mention in Social Media Promotions: Facebook, Twitter, Instagram
- 2 Complimentary Cyclist Registrations
- 2 Official TdSC Racing Jerseys
- 2 Official TdSC Rider T-Shirts

2015 Official Jersey



Availability of certain benefits may vary due to printing dates.

SPONSORSHIP COMPARISON GUIDE

	CENTURY (\$100K)	FOUNDING (\$50K)	BREAKAWAY (\$25K)	CAMP (\$10K)	CYCLE (\$5K)
Logo on Homepage of Tour de Summer Camps Website	X				
Acknowledgement in Opening Program	X	X	X		
Logo on Official TdSC Jersey (given to riders who raise \$1,000+)	X	X	X	X	
Logo on Starting Line/Finish Line and Stage Banner	X	X	X	X	
Booth at Finish Line Festival	X	X	X	X	
Opportunity to Include Promotional Item in Swag Bags	X	X	X	X	X
Logo/Name* and Link on Sponsor Page of Website	X	X	X	X	X
Logo/Name* on Event T-shirts (given to all who raise \$500+)	X	X	X	X	X
Logo/Name* on Event Posters (if committed by May 15th)	X	X	X	X	X
Logo/Name* on Flyers, Print Ads, and Ad in Federation Publication(s)	X	X	X	X	X
Logo/Name on Recruitment E-mails to 100,000+	X	X	X	X	X
Logo/Name on E-mails Sent to Participants and Volunteers	X	X	X	X	X
Mentions in Social Media Promotions: Facebook, Twitter, Instagram	6	5	4	2	1
Complimentary Cyclist Registrations	10	8	6	4	2
Official TdSC Racing Jersey	2	2	2	2	2
Official TdSC Rider T-Shirt	2	2	2	2	2

*Availability of certain benefits may vary due to printing dates.



EVENT DAY SPONSORSHIPS

EVENT DAY SPONSORSHIPS ARE LIMITED AND WILL SELL OUT QUICKLY!



Lunch Sponsor \$15,000

- Your company's logo prominently featured on Post-Ride Lunch and Celebration signage
- Distribute promotional materials or samples
- PLUS, all Cycle Sponsor Benefits**

Mile Markers Sponsor \$15,000

- Your company's logo displayed on each marker (Estimated 20 mile markers at various points on routes)
- PLUS, all Cycle Sponsor Benefits** (Limit 1-2)

Breakfast Sponsor \$10,000

- Your company's logo prominently featured on the Breakfast signage
- Distribute promotional materials or samples
- PLUS, all Cycle Sponsor Benefits**

Start Line Sponsor \$10,000

- Your company's logo prominently featured on the Start Line area signage
- Distribute promotional materials or samples
- PLUS, all Cycle Sponsor Benefits**

Finish Line Sponsor \$10,000

- Your company's logo prominently featured on the Finish Line area signage
- Distribute promotional materials or samples
- PLUS, all Cycle Sponsor Benefits**

Official Water Sponsor \$10,000 (including Water Donation)

- Banner at all Rest Stops and Water Stations (we only have 1 water station that is not a rest stop)
- All water bottles branded with company logo
- PLUS, all Cycle Sponsor Benefits**

Official Vehicle Sponsor \$10,000 (including Truck and Route Vehicle Donation)

- Company's logo featured prominently on all TdSC vehicles on the Route and Venue
- PLUS, all Cycle Sponsor Benefits**

Rest Stop Sponsor \$2,500

- Logo featured on signage at all of our of 8-12 Rest Stops along four different routes
- Company logo on sponsor page of website
- 1 Official TdSC Rider T-Shirt per sponsor

Bike Parking Sponsor \$2,500

- Logo featured on signage at all of our bike parking areas
- Company logo on sponsor page of website
- 1 Official TdSC Rider T-Shirt per sponsor

Volunteer Sponsor \$15,000

- Company's logo featured on all TdSC Volunteer T-Shirts
- Company's logo featured on TdSC Information Banner on the Venue
- PLUS, all Cycle Sponsor benefits**



Post-Ride Entertainment Sponsor \$10,000

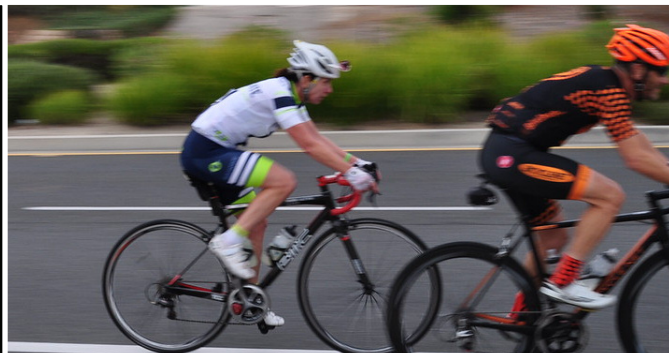
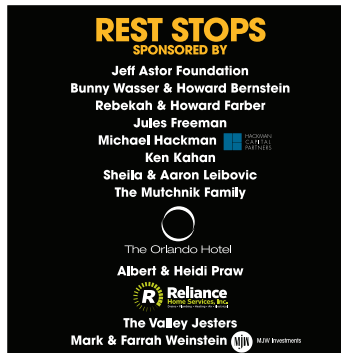
- Company banner featured prominently at the TdSC Finish, over post ride entertainment
- Entertainment on the venue to feature company's banner
- PLUS, all Cycle Sponsor Benefits**

Registration Sponsor \$10,000

- Your company's logo prominently featured at the Registration Tent area signage
- Distribute promotional materials or samples
- PLUS, all Cycle Sponsor Benefits**

Parking Sponsor \$10,000

- Parking lot named after company
- Your company's logo featured prominently on all directional and promotional signage
- PLUS, all Cycle Sponsor Benefits**



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THANK YOU TO OUR 2015 SPONSORS



Presenting Sponsor

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